

6516205036.txt

Satellite radio is a 'new' and 'improved' form of radio. It is the future of radio just as cable and satellite TV were the future of broadcast television just a few decades ago. The service is subscription based (as are cable and sat. TV), and people pay to hear the music/sports/info that they want at any given time. The service provided by satellite radio is superior to broadcast radio in terms of clarity, choice, and content. The addition of city-specific satellite traffic and weather channels is a natural evolution of this service. Instead of battling against change, the FCC and NAB should be investigating how to use the power of satellite broadcasts to enhance their service. It is akin to the evolving cable/satellite TV services that now allow access to local channels as well as subscription services. Hopefully, in the future, a satellite radio subscriber will be able to listen to their favorite morning show, news programming, or sports talk radio regardless of where they are in the country.